



Subject: Pearson BTEC Level 1/Level 2 Tech Award in Enterprise

Year Group: **KS4 - Year 10 & 11**

Curriculum Intent:

Develop learner's knowledge, skills and understanding through different business models and processes. Develop resilient learners who are able to recover from mistakes and effectively solve problems. To give learners the opportunity to develop their capability, creativity and knowledge in business and entrepreneurship where students are able to be successful at working independently or collaboratively.

College Values:

Within Business we have high expectations that students display stewardship towards all resources provided. We develop students skills and capability to work collaboratively and show love and respect for one another.

Knowledge and Skills:

The Award gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. The main focus is on the knowledge, understanding and skills required to research, plan, pitch and review an enterprise idea that includes:

- development of key skills that prove aptitude in planning an enterprise activity, including market research, planning, carrying out financial transactions, communication and problem solving
- knowledge that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the performance of an enterprise
- attitudes and ways of working that are considered most important for enterprise, including monitoring and reflecting on performance of an enterprise idea and own use of skills.

The knowledge and skills above are completed throughout 3 components.

Component 1 - Exploring Enterprises

Learners will examine different local enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs.

The learning aims for the component are:

A Examine the characteristics of enterprises

B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour

C Investigate the factors that contribute to the success of an enterprise

Component 2 -Planning for and Pitching an Enterprise Activity

Learners will individually select an idea for a micro-enterprise activity to plan and pitch. They will individually pitch their business plan for their idea to an audience and then use the feedback to review their plan and pitch.

The learning aims for the component are:



- A Explore ideas and plan for a micro-enterprise activity
- B Pitch a micro-enterprise activity
- C Review own pitch for a micro-enterprise activity

Component 3 - Promotion and Finance for Enterprise

Learners will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Learners will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

The assessment objectives for the component are:

- AO1 Demonstrate knowledge and understanding of elements of promotion and financial records
- AO2 Interpret and use promotional and financial information in relation to a given enterprise
- AO3 Make connections between different factors influencing a given enterprise
- AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance

Assessment:

Students will be assessed during lessons both verbally and with the work they complete. More formal assessments will take place in the form of end of topic and term assessments.

Formal Assessments will take place continuously throughout year 10 and year 11.

Component 1 - Exploring Enterprises - is internally assessed and completed in year 10. It is worth 30% of the overall final grade.

Component 2 - Planning for and Pitching an Enterprise Activity - is internally assessed and completed in year 10. It is worth 30% of the overall final grade.

Component 3 - Promotion and Finance for Enterprise - is externally assessed and can be sat in January or May in year 11. It is worth 40% of the overall final grade.

The final grade given will be a Pass, Merit or Distinction at Level 1 or at Level 2.

Homework:

All Homework will be set via Google Classroom and Show My Homework.

Cultural Capital:

Within the curriculum, real world businesses are studied through case studies and debate within the classroom helps build students' confidence to discuss the issues raised.

Students are encouraged to listen to the weekly Business as Usual Podcast https://www.youtube.com/channel/UC6ge7hG78ys_wERt4SbZQWg which helps them understand how world events impact business and how business impacts society and the environment. Students are encouraged to watch documentaries such as 'Inside the factory' on BBC.